

The success in the establishment of statewide Amber Alert systems can be directly contributed to broadcasters response to their local needs. The first Amber Child abduction plan was established in the Dallas-Ft.Worth area by the local radio stations and law enforcement. In 1999 at the request of the Governor of Oklahoma, radio and television and Oklahoma law enforcement agencies established the first statewide Amber plan in the nation. In 2000, the National Alliance of State Broadcaster Associations adopted the program as a project. I served as the Chairman for the project. Over the next two years with the assistance of the National Center for Missing and Exploited Children statewide plans were established in approximately 40 states, with efforts underway in the remaining states.

The driving force behind the successful effort was the state broadcast associations and the responsiveness of their member radio and television stations.

Today thousands of radio and television stations in markets of all sizes stand ready to disseminate information through the Amber Alert system whenever a child's life might be in danger due to an abduction.

Another way local radio and television comes to the forefront in serving their local communities.